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HER HUSBAND'S TRADEMARK

Photoplay in five reels

Story by Clara Beranger

Adapted by Lerna Moon

Directed by Sam Wood

Author of the photoplay (Under Sec. 62)

Famous Players Lasky Corporation of the U. S.

Gloria Swanson in

## —“HER HUSBAND'S TRADEMARK”—

A Paramount Picture



## Unusual Story, Capable Cast, Up-to-date Reviews



### PUNCHFUL REVIEWS OF Gloria Swanson's Paramount Picture “HER HUSBAND'S TRADEMARK”

THE consistently large audiences at the ..... Theatre, this week are learning in a most forceful manner just what constitutes the solution to that most enigmatic phrase, “Her Husband's Trademark,” this being the title of Gloria Swanson's latest Paramount picture.

The trademark in this case, is a gorgeously-dressed wife. The husband is not wealthy, but hopes to attain wealth by making a show of wealth. However, a mutual friend of both husband and wife, returns after gaining wealth and greatness, falls in love with the wife, and the husband, to promote selfish, financial ends, rather encourages the romance. This situation culminates in a very powerful climax in Mexico where, after a thrilling fight with bandits the husband is killed and the two lovers find the triumph of their righteous unselfish love.

Stuart Holmes plays the husband with all his old-time villainous, suave finesse. Richard Wayne is leading man in the role of the friend and the other characterizations are enacted by Lucien Littlefield, Clarence Burton, Charles Ogle and Edythe Chapman.

#### Gloria Swanson Scores Again

Gloria Swanson, who has been called the best dressed woman on the screen, further justifies this reputation in “Her Husband's Trademark,” her third Paramount starring vehicle, showing at the ..... theatre this week.

Miss Swanson's gorgeous array of feminine attire in this instance constitutes a necessary feature to the theme of the story. Her husband, played by Stuart Holmes, is a money-mad business man who adheres to the theory that a show of money attracts money and that a beautifully gowned wife is the best indicator of a husband's prosperity and wealth. On this false hope he overthrows his income and in a final desperate effort to recoup, goes so far as to encourage a romance between his wife and old friend in hopes of obtaining a large oil contract. Finally comes the disillusionment for the wife and friend, with rather startling results.

The story is by Clara Beranger, scenarized by Lorna Moon and was filmed under the direction of Sam Wood. Richard Wayne is leading man and others in the cast are Lucien Littlefield, Clarence Burton, Charles Ogle and Edythe Chapman.

#### Rich Gowns in “Her Husband's Trademark”

Gloria Swanson has fully established the claim to being one of the best dressed women on the screen, and at the ..... Theatre, this week, she has offered fuller and more conclusive proof, for she is playing the title role of a picture, which has as its central theme, the beautiful dressing of a beautiful woman. This picture is “Her Husband's Trademark,” a Paramount production, and its theme is founded on the strange creed of a man, who believed that a show of wealth would attract wealth, and believing thus, gowned his wife in a most extravagant fashion. But he built his creed on a false assumption and his plans came tumbling down with such completeness that they resulted in his death. It all makes a strangely unusual story, forceful, dramatic, tense. As an example of the lavish dressing of one woman, the central character, it has seldom, if ever, been equalled and Gloria Swanson is surely a perfect wearer of gowns in addition to her undoubted ability as an actress.

### ROMANTIC IS STORY OF Gloria Swanson's Paramount Picture “HER HUSBAND'S TRADEMARK”

JAMES BERKELEY and Allan Franklin, college chums, are rivals for the hand of Lois Miller. Berkeley's ambition is to make money. Allan is determined to be a great engineer. He leaves to realize his ideal and Berkeley marries Lois. Fifteen years later, Berkeley has not made his millions, but on the theory that a show of money attracts money, he lives extravagantly and keeps his wife lavishly gowned, telling her a beautifully gowned wife is the trademark of a prosperous husband.

Meantime Allan has put over a great engineering project in Mexico, has been awarded a large piece of oil land by the government and now returns and calls on Berkeley. Berkeley at first refuses to see him, but learning he has been successful, has Lois invite him for dinner, hoping to get the agency for Allan's land and thus make money for himself. Allan tells him to look after his interests, and Berkeley, realizing the big financiers might reach Allan, persuades him to take a trip to Mexico.

Berkeley, realizing Allan's fondness for Lois, tells her she must go along, so Allan will go. Lois resents being used in this way but finally consents like the dutiful wife she is, warning Berkeley, however, that she might fall in love with Allan. In Mexico, Allan and Lois are together a great deal, Berkeley not interfering, because he realizes this is a lever to get Allan

#### “HER HUSBAND'S TRADEMARK”

##### The Cast

Lois Miller.....	Gloria Swanson
Allan Franklin.....	Richard Wayne
James Berkeley.....	Stuart Holmes
Slithy Winters.....	Lucien Littlefield
Father Berkeley.....	Charles Ogle
Mother Berkeley.....	Edythe Chapman
Mexican Bandit.....	Clarence Burton
Henry Strom.....	James Neil

to sign the contract, to let him handle the oil property. While riding in the lost forest, Allan saves Lois' life from an attack by a wildcat. In her moment of fear, she clings to him and each realizes ardent love for the other, but make no admissions.

Realizing she must not give way to her emotions, Lois tells Berkeley she must return home immediately. He says he will get the contract signed that evening and they will start at once. That evening, however, Allan and Lois, in the moonlit patio, are carried away by the romance of the song of a Mexican lover, serenading his sweetheart and give way to an embrace. Realizing what she has done, Lois goes to Berkeley and tells him to take her away at once. Berkeley has been informed of the kiss, but fearing he will lose the contract, refuses to be angry.

Allan follows Lois and confesses his act. When Berkeley still maintains his affable attitude, Allan becomes disgusted. Lois denounces her husband, blames him for the romance and leaves. Allan disgustedly tells Berkeley that a real man, would have knocked him down. The scene is interrupted by the arrival of a band of Mexican bandits. The chief bandit seeks to capture Lois. Berkeley flees in fright, Allan after a hard fight, escapes with Lois and gets safely across the border. Berkeley, in making escape has been killed. Lois and Allan's love romance grows speedily.

### TABLOID PUNCHES FOR Gloria Swanson's Paramount Picture “HER HUSBAND'S TRADEMARK”

DO you believe in the creed which says that in order to make money, you must first make a show of wealth in order to attract wealth? It is indeed a strange creed, and whether you believe in it or not, you should see the way in which it tangled three lives in Gloria Swanson's latest Paramount picture, now showing at the ..... Theatre. The title is “Her Husband's Trademark.”

Despising her husband for his despicable actions, yet remaining faithful to her marriage vow, she obeyed his orders—even when she knew that she was only a well-dressed lure to bring financial aid within his grasp. But there always comes a day of reckoning, and when it came to her, it brought all the happiness denied her in the years gone by. “Her Husband's Trademark” graphically depicts these situations and it is a Paramount picture starring Gloria Swanson at the ..... Theatre, all this week.

The eternal triangle with yet another twist—one to stir up the greatest conflict of emotions in your mind, that you have experienced from a screen play for many a long day. It is the drama of a man and his wife and of a rich friend of both, whom the husband really encouraged to make love to his wife. It is a succession of thrills, worked to a forceful climax and is depicted in an intensely life-like fashion in Gloria Swanson's latest Paramount photoplay, “Her Husband's Trademark,” screening all next week, at the ..... Theatre.

Should a wife obey her marriage vows even when she knows that her husband is compelling her to do an action utterly despicable? Should she go through with it, even though her soul revolts at the very idea? Those are two questions most forcefully answered by Gloria Swanson, in her latest and truly greatest Paramount photoplay, “Her Husband's Trademark,” to be shown at this theatre soon. Watch for it!

A fight with a bunch of Mexican bandits, which, during the actual filming of the picture, became so real that the players almost forgot that they were acting, is but one of the very many thrills in Gloria Swanson's latest photoplay, “Her Husband's Trademark,” a Paramount picture now screening at the ..... Theatre.

Gorgeous gowns and Gloria, are always synonymous and never was this fact shown to greater advantage than in Miss Swanson's latest and most memorable photoplay, “Her Husband's Trademark,” a Paramount picture, showing next ..... and ..... at the ..... Theatre.

A lasting lesson to all folks, married and unmarried—particularly both—is embodied in the forceful photoplay to be screened at the ..... Theatre, next week. “Her Husband's Trademark,” is the title and Gloria Swanson is the star. It really should not be missed by any screen fan.

#### A Worth While Theme

There is a worth while theme in Gloria Swanson's new Paramount starring picture, “Her Husband's Trademark,” which comes to the ..... theatre next ..... It teaches the folly of men and women who live beyond their means and who seek to attract wealth by making lavish displays of wealth they do not possess. Miss Swanson has a strong role in the picture and is finely supported by a strong cast of players.

Flee



Gloria Swanson in

—“HER HUSBAND’S TRADEMARK”—

A Paramount Picture



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A Paramount Picture

By Clara Beranger—Scenario by Lorna Moon—Directed by Sam Wood

2-A

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**GLORIA Swanson**  
in  
**“HER HUSBAND’S TRADEMARK”**  
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